

## ORDER



**Orders**  
**Order / Rev:** 165920  
**Alt Order #:** 06311921  
**Product Desc:** OBAMA 4 PRES: SKED C  
**Estimate:** 1764  
**Flight Dates:** 09/13/12 - 09/19/12  
**Original Date / Rev:** 09/13/12 / 09/13/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** GMMB Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Poli/Obama for President  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** LUR  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/19/12	44	\$10,355.00	\$8,801.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	44	\$10,355.00	\$8,801.75	0.00
<b>Totals</b>	<b>44</b>	<b>\$10,355.00</b>	<b>\$8,801.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$10,355.00
Market	100%	\$60,911.76

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$609.12
WCGV	0%	\$0.00
WISN	27%	\$16,446.18
WITI	31%	\$18,882.65
WMLW-	2%	\$1,218.24
WPXE	0%	\$0.00
WTMJ	22%	\$13,400.59
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDJT	09/13/12	09/14/12	Y&R 11a-12p	CM	11a - 12p	---TF--	:30	1	\$135.00	LUR	0.00	NM	1	\$300.00
The Young & the Restless 11a-															

## YOUNG &amp; RESTLESS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	---TF--	1	\$135.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	WDJT	09/10/12-09/16/12	Y&R 11a-12p	11a - 12p	---ThF----	:30	(\$135.00)	0.00	NM

See MG 2.2  
 [NA at LUR]

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 Alt Order #: 06311921  
 Flight Dates: 09/13/12 - 09/19/12

Advertiser: Poli/Obama for President  
 Product Desc: OBAMA 4 PRES: SKED C  
 Estimate: 1764

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDJT	09/13/12	09/14/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p ---TF--	:30	1	\$135.00	LUR	0.00	NM	1	\$300.00
YOUNG & RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$135.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WDJT	09/14/12-09/14/12	Y&R 11a-12p		11a - 12p		-----F----	:30	\$300.00	0.00	NM			
Ⓜ MG for 2.1 09/14														
3	WDJT	09/13/12	09/14/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p ---TF--	:30	1	\$90.00	LUR	0.00	NM	1	\$90.00
CBS DAYTIME ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$90.00		0.00			
4	WDJT	09/13/12	09/14/12	News at Noon News at Noon	CM	12p-1230p ---TF--	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
CBS 58 NEWS AT 12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$50.00		0.00			
5	WDJT	09/13/12	09/14/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p ---TF--	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$50.00		0.00			
6	WDJT	09/13/12	09/14/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p ---TF--	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
JEFF PROBST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$50.00		0.00			
7	WDJT	09/13/12	09/14/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p ---TF--	:30	1	\$120.00	LUR	0.00	NM	1	\$120.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$120.00		0.00			
8	WDJT	09/13/12	09/14/12	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a ---TF--	:30	1	\$15.00	LUR	0.00	NM	1	\$15.00
CBS 58 MORNING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$15.00		0.00			
10	WDJT	09/13/12	09/14/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ---TF--	:30	1	\$20.00	LUR	0.00	NM	1	\$20.00
CBS 58 MORNING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$20.00		0.00			
12	WDJT	09/13/12	09/14/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a ---TF--	:30	3	\$15.00	LUR	0.00	NM	3	\$45.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			3		\$15.00		0.00			
N 13	WDJT	09/13/12	09/14/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a ---TF--	:30	1	\$85.00	LUR	0.00	NM	1	\$175.00
LET'S MAKE A DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$85.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WDJT	09/10/12-09/16/12	Let's Make a Deal 9a-10a		858a-10a		---ThF----	:30	<del>(\$85.00)</del>	0.00	NM			
See MG 13.2 [NA at LUR]														
2	WDJT	09/14/12-09/14/12	Let's Make a Deal 9a-10a		858a-10a		-----F----	:30	\$175.00	0.00	NM			
Ⓜ MG for 13.1 09/14														
N 14	WDJT	09/14/12	09/14/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$350.00	LUR	0.00	NM	1	\$1,200.00

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 Estimate: 1764

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	----1--			1		\$350.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/10/12-09/16/12		Fr 9p - 10p		9p - 10p	-----F----	:30		<del>(\$350.00)</del>		0.00	NM		
See MG 14.2 [NA at LUR]															
2	WDJT	09/14/12-09/14/12		Fr 9p - 10p		9p - 10p	-----F----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 14.1 09/14															
15	WDJT	09/15/12	09/15/12	Sat 1135p-1235a	CM	1135p-1235x	-----1-	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
				The Closer											
THE CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1-			1		\$50.00	0.00					
16	WDJT	09/15/12	09/15/12	Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$75.00	LUR	0.00	NM	1	\$75.00
				Sat 6p-7p Jep/Wheel											
JEOPARDY/WHEEL FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1-			1		\$75.00	0.00					
17	WDJT	09/16/12	09/16/12	1105p-1205a	CM	1105p-1205a	-----1	:30	1	\$50.00	LUR	0.00	NM	1	\$50.00
				1105p-1205a											
THE INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1			1		\$50.00	0.00					
18	WDJT	09/16/12	09/16/12	Sun 1135p-1235a(ltc 9/23M		1135p-1235a	-----1	:30	1	\$20.00	LUR	0.00	NM	1	\$20.00
				True Hollywood											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1			1		\$20.00	0.00					
19	WDJT	09/16/12	09/16/12	Su 8p - 9p	CM	8p-9p	-----1	:30	1	\$400.00	LUR	0.00	NM	1	\$1,000.00
				The Good Wife											
GOOD WIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	-----1			1		\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/10/12-09/16/12		Su 8p - 9p		8p-9p	-----Su	:30		<del>(\$400.00)</del>		0.00	NM		
See MG 19.2 [NA at LUR]															
2	WDJT	09/16/12-09/16/12		Su 8p - 9p		8p-9p	-----Su	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 19.1 09/16															
N20	WDJT	09/13/12	09/16/12	M - SU Late News	CM	10p - 1035p	---T---	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
				M-Su 10p-1035p											
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	---T---			1		\$300.00	0.00					
22	WDJT	09/13/12	09/13/12	Th 8p - 9p	CM	Th 8p - 9p	---1---	:30	1	\$1,500.00	LUR	0.00	NM	1	\$1,500.00
				Big Brother 14											
BIG BROTHER JUL 12/12 SEP 20/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	---1---			1		\$1,500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/10/12-09/16/12		Th 8p - 9p		Th 8p - 9p	---Th----	:30		<del>(\$1,500.00)</del>		0.00	NM		
See MG 22.2 [NA at LUR]															
2	WDJT	09/10/12-09/16/12		Th 8p - 9p		Th 8p - 9p	---Th----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 22.1 09/13															
23	WDJT	09/19/12	09/19/12	Wed 7p - 8p	CM	7p - 8p	--1----	:30	1	\$1,200.00	LUR	0.00	NM	1	\$3,000.00
				Wed 7p - 8p											
SURVIVOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	--1----			1		\$1,200.00	0.00					

Order / Rev: 165920  
 Alt Order #: 06311921  
 Flight Dates: 09/13/12 - 09/19/12

Advertiser: Poli/Obama for President  
 Product Desc: OBAMA 4 PRES: SKED C  
 Estimate: 1764

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
23	WDJT	09/19/12	09/19/12	Wed 7p - 8p Wed 7p - 8p	CM	7p - 8p --1----	:30	1	\$1,200.00	LUR	0.00	NM	1	\$3,000.00
SURVIVOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----			1		\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/17/12-09/23/12		Wed 7p - 8p		7p - 8p		--W-----	:30	<del>(\$1,200.00)</del>	0.00	NM		
See MG 23.2 [NA at LUR - Survivor 7-830p]														
2	WDJT	09/19/12-09/19/12		Survivor Special		7p-830		--W-----	:30	\$3,000.00	0.00	NM		
Ⓜ MG for 23.1 09/19														
24	WDJT	09/17/12	09/19/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MTW----	:30	2	\$130.00	LUR	0.00	NM	2	\$260.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$130.00		0.00			
N25	WDJT	09/17/12	09/19/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p MTW----	:30	1	\$135.00	LUR	0.00	NM	1	\$135.00
YOUNG & RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			1		\$135.00		0.00			
26	WDJT	09/17/12	09/19/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p MTW----	:30	2	\$90.00	LUR	0.00	NM	2	\$180.00
CBS DAYTIME ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$90.00		0.00			
27	WDJT	09/17/12	09/19/12	News at Noon News at Noon	CM	12p-1230p MTW----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
CBS 58 NEWS AT 12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$50.00		0.00			
28	WDJT	09/17/12	09/19/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p MTW----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$50.00		0.00			
29	WDJT	09/17/12	09/19/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p MTW----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
JEFF PROBST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$50.00		0.00			
30	WDJT	09/17/12	09/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MTW----	:30	2	\$120.00	LUR	0.00	NM	2	\$240.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$120.00		0.00			
31	WDJT	09/17/12	09/19/12	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a MTW----	:30	1	\$15.00	LUR	0.00	NM	1	\$15.00
CBS 58 MORNING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			1		\$15.00		0.00			
32	WDJT	09/17/12	09/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MTW----	:30	2	\$200.00	LUR	0.00	NM	2	\$400.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$200.00		0.00			
34	WDJT	09/17/12	09/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MTW----	:30	2	\$250.00	LUR	0.00	NM	2	\$500.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$250.00		0.00			

Advertiser:	Poli/Obama for President
Product Desc:	OBAMA 4 PRES: SKED C
Estimate:	1764

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
35	WDJT	09/17/12	09/19/12	CBS Mning Nws M-F 7-8M		7a-9a	MTW----	:30	3	\$15.00	LUR	0.00	NM	3	\$45.00
				CBS This Morning M-F 7a-9a											
				CBS THIS MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTW----		3		\$15.00		0.00					
36	WDJT	09/17/12	09/19/12	Let's Make a Deal 9a-106M		858a-10a	MTW----	:30	2	\$85.00	LUR	0.00	NM	2	\$170.00
				Let's Make a Deal 9a-10a											
				LETS MAKE A DEAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTW----		2		\$85.00		0.00					
Totals														44	\$10,355.00